

What is claimed is:

1. In a broadcast communications system having a transmitting station and a receiving station, said transmitting station including a first VOD system having a first VOD asset management system, a first VOD business management system and a first VOD server, wherein said transmitting station includes a VOD gateway and said receiving station includes a generic VOD client, a method comprising:

transmitting a request from said VOD gateway to said first VOD asset management system for a list of VOD assets stored in said first VOD system;

receiving said list of VOD assets in stored in said first VOD system at said VOD gateway;

transmitting from said receiving station to said VOD gateway a request for a list of VOD assets;

transmitting said list of VOD assets from said VOD gateway to said receiving station;

receiving, at said VOD gateway, a request from said receiving station for a given VOD program selected from said list of VOD assets;

forwarding said request for said given VOD program to said first VOD server;

receiving said given VOD program at said receiving station;

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system.

2. A method in accordance with claim 1, wherein said given VOD program is a video program.

3. A method in accordance with claim 1, wherein said given VOD program is an audio program.

4. A method in accordance with claim 1, wherein said given VOD program is a graphic program.

5. A method in accordance with claim 1, wherein said given VOD program is a text program.

6. In a broadcast communications system having a transmitting station and a receiving station, said transmitting station including first and second VOD systems each having a respective first and second VOD asset management system, a respective first and second VOD business management system and a respective first and second VOD server, wherein said transmitting station includes a VOD gateway and said receiving station includes a generic VOD client, a method comprising:

transmitting a request from said VOD gateway to said first VOD asset management system for a first list of VOD assets stored in said first VOD system;

transmitting a request from said VOD gateway to said second VOD asset management system for a second list of VOD assets stored in said second VOD system;

receiving said first and second lists of VOD assets in stored in said first and second VOD systems at said VOD gateway;

aggregating said first and second lists of VOD assets to form a combined list of VOD assets;

transmitting from said receiving station to said VOD gateway a request for a list of VOD assets;

transmitting said combined list of VOD assets from said VOD gateway to said receiving station;

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selecting, at said receiving station a given VOD program from said combined list of VOD assets;

receiving, at said VOD gateway, a request from said receiving station for said given VOD program;

determining whether said request for said given VOD program specifies a VOD program originating from said first VOD server or a VOD program originating from said second VOD server;

forwarding said request for said given VOD program to said first VOD server if said given VOD program originates from said first VOD server SYSTEM;

forwarding said request for said given VOD program to said second VOD server if said given VOD program originates from said second VOD server;

receiving said given VOD program at said receiving station;

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system if said given VOD program originates from said first VOD server; and

transmitting said purchase event of said given VOD program from said VOD gateway to said second VOD business management system if said given VOD program originates from said second VOD server.

7. A method in accordance with claim 6, wherein said given VOD program is a video program.

8. A method in accordance with claim 6, wherein said given VOD program is an audio program.

9. A method in accordance with claim 6, wherein said given VOD program is a graphic program.

10. A method in accordance with claim 6, wherein said given VOD program is a text program.

11. In a broadcast communications system having a transmitting station and a receiving station, said transmitting station including a first VOD system having a first VOD asset management system, wherein said transmitting station includes a VOD gateway and said receiving station includes a generic VOD client, a method comprising:

transmitting a request from said VOD gateway to said first VOD asset management system for a list of VOD assets stored in said first VOD system;

receiving said list of VOD assets in stored in said first VOD system at said VOD gateway; and

transmitting from said receiving station to said VOD gateway a request for a list of VOD assets;

transmitting said list of VOD assets from said VOD gateway to said receiving station.

12. In a broadcast communication system in accordance with claim 11, wherein said first VOD system further includes a first VOD server, a method of operating said VOD gateway further comprising:

selecting, at said receiving station a given VOD program from said list of VOD assets;

receiving, at said VOD gateway, a request from said receiving station for said given VOD program;

forwarding said request for said given VOD program to said first VOD server; and

receiving said given VOD program at said receiving station.

13. In a broadcast communication system in accordance with claim 12, wherein said first VOD system further includes a first VOD business management system, said method further comprising:

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system.

14. A method in accordance with claim 13, wherein said given VOD program is a video program.

15. A method in accordance with claim 13, wherein said given VOD program is an audio program.

16. A method in accordance with claim 13, wherein said given VOD program is a graphic program.

17. A method in accordance with claim 13, wherein said given VOD program is a text program.

18. In a broadcast communications system having a transmitting station and a receiving station, said transmitting station including first and second VOD systems each having a respective first and second VOD asset management system, wherein said transmitting station includes a VOD gateway and said receiving station includes a generic VOD client, a method comprising:

transmitting a request from said VOD gateway to said first VOD asset management system for a first list of VOD assets stored in said first VOD system;

transmitting a request from said VOD gateway to said second VOD asset management system for a second list of VOD assets stored in said second VOD system;

receiving said first and second lists of VOD assets in stored in said first and second VOD systems at said VOD gateway;

aggregating said first and second lists of VOD assets to form a combined list of VOD assets;

transmitting from said receiving station to said VOD gateway a request for a list of VOD assets; and

transmitting said combined list of VOD assets from said VOD gateway to said receiving station.

19. In a broadcast communication system in accordance with claim 18, wherein said first and second VOD systems at said transmitting station further includes respective first and second VOD servers, said method of operating said VOD gateway further comprising:

selecting, at said receiving station a given VOD program from said combined list of VOD assets;

receiving, at said VOD gateway, a request from said receiving station for said given VOD program;

determining whether said request for said given VOD program specifies a VOD program originating from said first VOD server or a VOD program originating from said second VOD server;

forwarding said request for said given VOD program to said first VOD server if said given VOD program originates from said first VOD server;

forwarding said request for said given VOD program to said second VOD server if said given VOD program originates from said second VOD server; and

receiving said given VOD program at said receiving station.

20. In a broadcast communication system in accordance with claim 19, wherein said first and second VOD systems further includes respective first and second VOD business management systems, said method further comprising:

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system if said given VOD program originates from said first VOD server; and

transmitting said purchase event of said given VOD program from said VOD gateway to said second VOD business management system if said given VOD program originates from said second VOD server.

21. A method in accordance with claim 20, wherein said given VOD program is a video program.

22. A method in accordance with claim 20, wherein said given VOD program is an audio program.

23. A method in accordance with claim 20, wherein said given VOD program is a graphic program.

24. A method in accordance with claim 20, wherein said given VOD program is a text program.

25. In a broadcast communication system having a transmitting station, a receiving station and a VOD gateway, says transmitting station including a first VOD system having a first VOD server, a method of operating said VOD gateway comprising:

receiving, at said VOD gateway, a request from said receiving station for a given VOD program;

forwarding said request for said given VOD program to said first VOD server; and

receiving said given VOD program at said receiving station.

26. In a broadcast communication system in accordance with claim 25, wherein said first VOD system further includes a first VOD business management systems, said method further comprising:

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system.

27. A method in accordance with claim 26, wherein said given VOD program is a video program.

28. A method in accordance with claim 26, wherein said given VOD program is an audio program.

29. A method in accordance with claim 26, wherein said given VOD program is a graphic program.

30. A method in accordance with claim 26, wherein said given VOD program is a text program.

31. In a broadcast communication system having a transmitting station, a receiving station and a VOD gateway, said broadcast communication system having a transmitting station including respective first and second VOD systems, said first VOD system including a first VOD server, said second VOD system including a second VOD server, and a receiving station, a method of operating said VOD gateway comprising:

receiving, at said VOD gateway, a request from said receiving station for a given VOD program;

determining whether said request for said given VOD program specifies a VOD program originating from said first VOD server or a VOD program originating from said second VOD server;

forwarding said request for said given VOD program to said first VOD server if said given VOD program originates from said first VOD server;



forwarding said request for said given VOD program to said second VOD server if said given VOD program originates from said first VOD server; and receiving said given VOD program at said receiving station.

32. In a broadcast communication system in accordance with claim 31, wherein said first and second VOD systems further includes respective first and second VOD business management systems, said method further comprising:

recording the event that said given VOD program was received at said receiving station as a purchase event of said given VOD program; and

transmitting said purchase event of said given VOD program from said VOD gateway to said first VOD business management system if said given VOD program originates from said first VOD server; and

transmitting said purchase event of said given VOD program from said VOD gateway to said second VOD business management system if said given VOD program originates from said second VOD server.

33. A method in accordance with claim 32, wherein said given VOD program is a video program.

34. A method in accordance with claim 32, wherein said given VOD program is an audio program.

35. A method in accordance with claim 32, wherein said given VOD program is a graphic program.

36. A method in accordance with claim 32, wherein said given VOD program is a text program.